AMENDMENTS TO THE CLAIMS

1-40.   (Cancelled)

41.   (Currently Amended) A system to facilitate exchange of content among entities during a real-time communications session over a network, said system comprising:

    means for dynamically generating a plurality of links to content information for a sender user; and

    responsive to selection of a link of said plurality of links, means for communicating said link and associated metadata information to at least one recipient user engaged in said real-time communication session with said sender user,

    wherein said means for communicating said link connects the sender user and the at least one recipient user directly through a peer-to-peer environment.

42.   (Original) The system according to Claim 41, further comprising:

    means for receiving a request for said content information from said sender user;

    means for retrieving user-generated content preferences and user-generated media presets associated with said sender user from a user database; and

    means for generating said plurality of links based on said user-generated content preferences, said user-generated media presets, and other content recommendations.

43.   (Original) A system to facilitate content sharing among entities during a real-time communications session over a network, said system comprising:

    means for facilitating selection of a link to content information from a plurality of links displayed for a sender user in a content window; and

means for facilitating real-time communication of said link and associated metadata information to at least one recipient user engaged in said real-time communication session with said sender user.

44. (Original) The system according to Claim 43, further comprising:

means for facilitating initiation of said real-time communication session; and

means for presenting a user interface area containing a real-time message window to said sender user.

45. (Original) The system according to Claim 44, further comprising:

means for facilitating selection of a content sharing button in said user interface area; and

responsive to said selection, means for dynamically generating said plurality of links based on user-generated content preferences, user-generated media presets, and other content recommendations.

46. (Currently Amended) A system to facilitate content sharing among <u>a sender user and at least one recipient user</u> entities during a real-time communications session over a network, said system comprising:

at least one processing server to generate dynamically a plurality of links to <u>locally stored</u> content information for <u>the</u> a sender user<u>, said locally stored content information being stored in a relational database, wherein said server comprises a network-based transaction and communications facility facilitating content sharing between the sender user and the recipient user</u>; and

at least one communications server coupled to said at least one processing server to communicate said link and associated metadata information to <u>the</u> at least one recipient user engaged in said real-time communication session with said sender user, in response to selection of a link of said plurality of links.

47. (Original) The system according to Claim 46, wherein said at least one communications server further presents a user list to said sender user to enable selection of said at least one recipient user, said user list containing said at least one recipient user, and receives said selection of said at least one recipient user and a request to initiate said real-time communication session.

48. (Original) The system according to Claim 47, wherein, prior to said selection of said at least one recipient user, said at least one recipient user is available to participate in said real-time communication session.

49. (Original) The system according to Claim 46, wherein said at least one processing server further:

receives a request for said content information from said sender user;

retrieves user-generated content preferences and user-generated media presets associated with said sender user from a user database; and

generates said plurality of links based on said user-generated content preferences, said user-generated media presets, and other content recommendations.

50. (Original) The system according to Claim 46, wherein said at least one communications server further presents said plurality of links in a content window to enable selection of said link by said sender user.

51. (Original) The system according to Claim 46, wherein said at least one processing server further inserts said link and said associated metadata in a real-time message displayed in a message window for said sender user, and said at least one communications server further transmits said real-time message to said at least one recipient user.

52.   (Original)   The system according to Claim 46, wherein said real-time communication session is an instant messaging communication session.

53.   (Original) The system according to Claim 46, wherein said associated metadata information includes data pertaining to said content information to enable said at least one recipient user to review said data and to make a decision whether to accept or decline said content information.

54.   (Original)   The system according to Claim 46, wherein said at least one communications server further transmits said content information to said sender user, responsive to a request to communicate said content information to said at least one recipient user, said at least one processing server further generates a content link to said transmitted content information, and said at least one communications server further communicates said content link and associated metadata information to said at least one recipient user.

55.   (Original)   The system according to Claim 47, wherein said at least one processing server further locates said at least one recipient user available to participate in said real-time communication session in said user database, and retrieves said at least one recipient user to generate said user list.

56.   (New) The system of Claim 46, wherein said relational database comprises a table of content preferences configured to store user-generated content preferences, wherein said user-generated content preferences are not associated with said links.

57.   (New) A method to facilitate exchange of content among entities during a real-time communications session over a network, said method comprising the steps of:

presenting content information to a sender user in response to selection of a link to the content information;

presenting to the sender user an option to share the content information with a recipient user engaged in said real-time communication session with said sender user; and

responsive to selection of this option by the sender user, communicating said link and metadata information associated with said content information to said recipient user for allowing said recipient user to access said content information.

58.   (New) The method of Claim 57, wherein the metadata information comprises a title.

59.   (New) The method of Claim 57, wherein the link and the metadata information are communicated to the recipient user in a hypertext link.

60.   (New) The method of Claim 57, further comprising a search server containing said content information in a user table, said user table linked to at least four of:

a user groups table;

a presets table;

a content preferences table;

an accounts table populated with account information related to the sender user; and

a content list table.